



Is It Necessary?

YOU are all undoubtedly familiar with the illustrated follow-up system, suggested by the factory, or if not, you can obtain the necessary details from the factory service department.

The point in question at this time is—with less service business than we have had in former years and with considerably less help to handle that business, isn't the follow-up system and the work necessary to keep it up-to-date one of those fancy frills developed during good times? Could it just as well be eliminated under present conditions? By all means keep your expenses well in line with your sales. When sales volume doesn't more than cover expenses, sad things begin to happen. All of us, therefore, are very much interested in keeping the sales volume at just as high a level as is possible. There is only one way to do this and that is to keep after it in every way that one can think of. All of this effort, however, is wasted unless it is intelligently directed. There is no use sending all your mail, or wasting all your telephone calls on people who are continually coming into your place anyway. You must have a list of "prospects," that is, Packard owners who are not coming to you, as well as a list of "owners" who are coming to you, and to whom you might sell additional service.

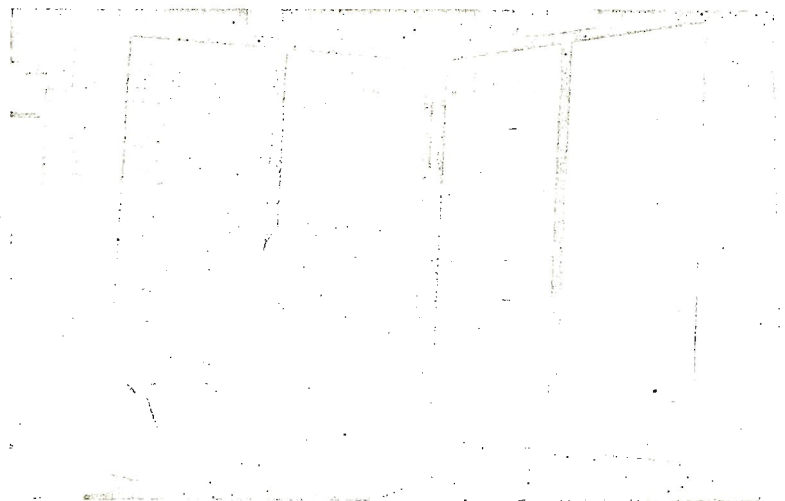
An owners' list is just as essential to the service department as a prospect list is to the new car sales department. It should be continually revised and kept right up-to-date, however, keeping a list of names is just a start of the job—use the list—keep after every name that is on the list until you get him in as a customer. Our job several years ago was

repairing automobiles, today our job is selling service.

It is always interesting to know what our competitors are doing—are they sitting back waiting for business, or are they going out after it? Do they have to bother with a customer or prospect file, or do they wait until we drive business away from our place before their business increases? Well, you might be interested in knowing that one of the largest oil companies, who are also operators of super-service stations, has already developed, and has in use, a complete customer and prospect follow-up system for the use of its oil stations and super stations. The plan includes the supplying of each dealer with a complete list of all types of car owners in his territory. It has a series of completely developed mailing pieces ready for imprinting. They reach the dealer all ready for mailing. It supplies them with suggested talks for personal interviews; it gives them talks for use over the telephone, it gives them a complete line-up on keeping their list up-to-date, and supplies them with the necessary equipment in the way of files and record cards. They are, for instance, putting on a heavy drive for specialized lubrication for various makes of cars. The mailing pieces show a chart of his particular make of car and they

represent an exceedingly strong appeal. They are selling a specialized service in a very clever manner.

"Well," you say; "lubrication is one item which we can not hope to get back, so that is not so important." Don't fool yourself—many Packard distributors have better than a *third of the total owners* on their list signed up on lubrication agreements with the owners coming to them for



"EVERY OWNER A SALESMAN"

lubrication every thousand miles, and this business is continually growing.

You might also be interested in knowing that a parts association, made up of concerns who are supplying material that can be substituted for Packard parts, are now assisting their dealers in direct customer follow-up plans. They are endeavoring to get all the service stations who are handling parts from their jobbers to accept the plan which is supplied on a very reasonable basis and which includes mailing pieces, telephone and personal contact instructions, and the necessary equipment and system for carrying on a strenuous follow-up campaign. One of the largest of these plans sets up a budget as to what a repair shop should properly expect from the operator of a car, aside from gasoline and tires. The sales possibilities are listed as follows:

Lubrication.....	\$20.00	Battery.....	\$10.00
Body and glass....	15.00	Wash and polish..	10.00
Front wheel and		Radiator repair....	5.00
axle.....	15.00	Motor and chassis..	10.00
Brake and steering.	15.00	Total.....	\$100.00

In other words, they are endeavoring to get independent garages to really go out after business and they are supplying the necessary machinery for doing this.

Yes, it would seem that we have every reason to continue our follow-up files, and to improve upon them and use them in a most aggressive and intelligent manner. We must do this in our endeavor to increase our service volume by selling each Packard owner that we can possibly reach a *fair and reasonable amount* of service work which will properly maintain his car in so satisfactory a manner that he will again buy another Packard.

Red Label Generator

The new Red Label generator has a three turn armature which, of course, can carry a much higher charging rate without damage than the previous type.

The cut in speed, however, will have to be watched more closely as the three turn armature gives the generator a slightly higher cut in speed than did the four turn armature.

In cases where the cut in speed seems to be higher than normal, or where the car is equipped with Startix which keeps cutting in when the motor is throttled, be sure that the generator brushes are properly seated on the commutator before condemning either the Startix or the generator.

Although this type generator is equipped with larger brushes than previously used, they require as nearly one hundred per cent seat as is possible to obtain.

Correct Number on Air Cleaner

In SERVICE LETTER, Volume 8, Number 11, dated June 1, 1934, under the description of the air cleaner, we state they should be ordered under two numbers—

- 223205 Duplex Air Cleaner Assembly
and
- 223207 Duplex Air Cleaner to Cylinder
Head Gasket

This should be corrected, inasmuch as part number 223205 Duplex Air Cleaner Assembly will include the cleaner and all necessary attaching parts. It will be necessary for our distributors to order only under the one part number. Part number 223207 is a bracket and not a gasket. This is now included in the assembly under number 223205.

Exhaust Manifold Nut Wrench



Tool No. ST. 781—Price \$1.00

The Special Tool Department is offering this universal snap-on wrench with $\frac{1}{2}$ " opening and a "T" handle with a removable universal snap-on socket.

This universal wrench can be used for removing nuts on Intake and Exhaust Manifolds, Rocker Lever Housing, Front Covers, Crankcase Lower Half, Oil Pump Cover, etc.

This "T" handle is adaptable for any small size snap-on socket that mechanics have in their tool boxes.

Vapor Lock

A number of times during the past few years we have advised you of changes in the carburetor and the gasoline system which have been made necessary by the changing character of the gasoline.

On Super Eights or Twelves which develop a miss at high speed in hot weather it may be necessary to eliminate the cross over tail pipe in order to reduce the temperature of the gasoline in the tank as much as possible. You have noted that in the Eleventh series cars the cross over pipe is not used.

While the elimination of winter gasoline has greatly reduced vapor lock trouble, you may still find occasional cases, particularly if the gasoline has a vapor pressure higher than normal. If it is impractical to obtain a better gasoline, the old tail pipes may be removed, and the new design substituted. The following parts are required:

- 98141—Exhaust Muffler Outlet Tube Assembly—1003
- 98143—Exhaust Muffler Outlet Tube Assembly—1004
- 98145—Exhaust Muffler Outlet Tube Assy.—1005-6

We have found extreme cases where even the change-over of the tail pipe did not reduce the temperature of the gasoline tank sufficiently to take care of the situation. We have designed a shield which may be attached to the tank, and which will protect the tank from the heat of the motor. While these shields will seldom be required, they may be ordered as follows:

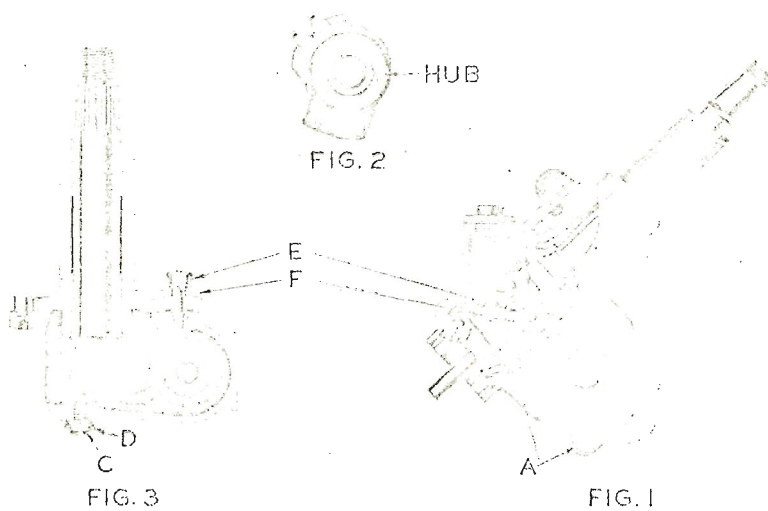
- 215865—Gas Tank Shield—1003-1004
- 215864—Gas Tank Shield—1005-1006

The outline above covers the application of the material to Tenth series cars. The tail pipes may be applied to the Ninth series Super Eights and Twin Sixes, although they must be heated and bent slightly in order to obtain the proper clearance.

The gas tank shields may also be used on the Ninth series. The shield for the Tenth series Super Eight can be applied to the Ninth series Super Eight. The shield for the Tenth series Twelve can be applied to any Ninth series Twelve, using the thirty-two gallon tank. A Ninth series Twelve having the twenty-five gallon tank requires the Super Eight shield.

Instructions for Adjusting the Worm and Roller Type Steering Gears

Ninth, Tenth, and Eleventh Series Packard Twelves and Eleventh Series Eights



Adjustments of the steering gear are usually made for the purpose of eliminating rattles or to correct a stiff action and should be made in the following order:

FIRST

Jack up front end of car and turn wheels to a straight-ahead position, noting the position of the spokes in the steering wheel so that the dead center can always be easily found during the adjustment procedure.

Disconnect drag link from steering drop arm. This is important as otherwise a satisfactory adjustment cannot be obtained.

SECOND

ADJUSTMENT OF END PLAY IN CROSS SHAFT

See that housing cover nuts A are tight. Turn steering wheel to either extreme and then back one-eighth turn. Gripping the drop arm at hub (See Fig. 2) the cross shaft should rotate freely without a particle of end play. Adjust as required by means of adjusting screw C (Fig. 3) at side of housing next to motor. Be sure to lock securely with lock nut D (Fig. 3) and reinspect for freedom of rotation and end play.

THIRD

ADJUSTMENT FOR END PLAY IN COLUMN

The Ninth and Tenth Series Twelves have an adjustment for end play in column which consists of a screw located in a boss on the steering housing just above the filler plug.

The adjustment on these gears is made in the following manner:

Turn steering wheel to full travel in one direction and then back up one-eighth turn or to a point where there is fore and aft lash in drop arm. This leaves column bearings free of side thrust.

Loosen jam nut on adjusting screw and back off screw one-half turn. Loosen housing clamp bolt which pinches tube in housing just enough so lock washer is partially collapsed. Now tighten adjusting screw snugly as possible with six-inch wrench and then back up $\frac{1}{8}$ turn. Hold in this position and lock jam nut. Now tighten clamp bolt securely and turn steering wheel throughout its full travel and test for stiffness. On the Eleventh Series cars the adjustment of end play in column is made by turning the column itself after the clamp bolt has been

loosened. The column should be adjusted until a slight drag is noted by turning the steering wheel and then backed sufficiently up to obtain a free action.

FOURTH

ADJUSTMENT FOR PROPER MESH OF SHAFT ROLLER IN WORM

Note: Never make this adjustment without first checking the two previous adjustments.

Turn steering wheel to the straight-ahead position as indicated by spoke position before drag link was disconnected.

The steering gear worm is made to provide a close mesh with the roller in the straight-ahead position of front wheels and has a gradual relief towards each end. Therefore, adjustment of the roller to the worm *must* be made in the exact center of the worm which is the straight-ahead position.

Determine amount of back lash by moving drop arm fore and aft by hand. Loosen housing cover nuts A (Fig. 1) one-quarter turn and eccentric jam nut E (Fig. 1) one-half turn. Turn the eccentric adjusting sleeve F (Fig. 1) clockwise very gradually, checking at each movement the amount of back lash still existing in the steering drop arm.

Adjust only sufficiently tight to eliminate all back lash from drop arm and no more, being sure to finish movement of eccentric in a clockwise direction. Turn steering wheel throughout full travel to test for free operation. If too tight, turn eccentric counter-clockwise to free and readjust more carefully.

Tighten eccentric adjusting sleeve jam nut E securely first and follow likewise with housing cover nuts A. Very important.

CHECKING FOR STIFF STEERING

The cause of stiff steering may not be due to an improper adjustment of the gear itself. Therefore, before attempting to correct a complaint of this kind by gear adjustment, a check of the steering hook-up should be made.

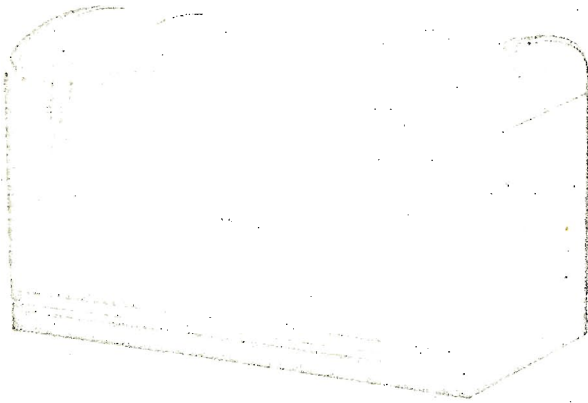
With the front wheels jacked up and the drag link disconnected, the front wheels should swing through their turning radius without tight spots.

The alignment of the steering gear in the car should also be checked by loosening the bolts which attach gear to frame. Allow gear to shift to its natural position and then retighten.

The bracket which attaches gear to instrument board should be loosened next to see if gear will shift its position at this point. Retighten after alignment has been checked.

If the foregoing inspection shows everything okay, adjustment of the gear should be made as previously outlined. If the gear still operates too stiffly after the proper adjustments have been made, the upper steering gear bushing is probably the source of the trouble and should be replaced.

Treasure "Chests" that Carry Real Profits



This is the season to put some real effort into the selling of trunks. You have available a very attractive folder on Packard custom built trunks, which gives you a good description and the necessary information. Two lines of trunks are carried by the accessory department, the steel covered type, and the fabric covered type. In order to do a real job of selling, you should have not only the folder available, but a trunk on display. Selling trunks from pictures is not nearly so easy as selling trunks from samples on the floor. You really should have one of each type.

Practically every owner of a deluxe equipped car is a prospect for a rear rack trunk. After the service salesman has finished writing up his service order, he should endeavor to prolong the conversation by some comments about the appearance of the car. Your appeal should be made on the basis of convenience, and don't forget the important appeal of pride. If he hasn't a trunk, it should not be difficult to sell him on the need of one, then jump right into the job of selling him on the fact that you have the best trunk to fill his needs, explain the advantage of buying the trunk from you; the trunk will be properly installed, the finish will match the color of the car; it is a guaranteed article and it adds to the appearance of a car. Then sell the price, either one is a good trunk at the established list price. Then try and get him to buy it right now.

Some of the principal points in selling are:

First, that it adds to the appearance of the car. *Second*, it permits rear seat passengers to be comfortable.

Third, it keeps clothing neat and clean, and free from dust on the trip. *Fourth*, it keeps the luggage from getting scuffed and battered. *Fifth*, it is the safest way to carry luggage; it is protected from the weather.

You will usually find that the owner who does not use a trunk a great deal will prefer the fabric covered type, as it has the appearance of luxurious luggage. The owner who uses his trunk quite frequently will probably prefer the steel type, which is lacquered to match the body of the car. This appeal should be used on cars with special paint.

Watch the cars that come in this month, particularly the deluxe equipped cars that do not have trunks. If the car is in for conditioning for a trip, make a special effort to sell the trunk.

And Don't Forget That Neat, Clean Displays Sell Accessories

